

Dane Wesolko

Product Designer

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Summary

I plan, design and develop delightful human centered experiences. Am naturally fluid and adaptable, thriving in a variety of environments. Have a proven capability to multitask, efficiently solve problems and perform effectively under pressure.

Skills / Abilities

User experience design, Responsive user interface design, Front-end development, Interactive Prototyping, Leading design projects, Effective communication, Articulating design choices, Agile and Lean methodologies, Process improvement, Project management, Time management, Organizational skills, Critical thinking, Problem solving, Collaboration, Strong work ethic, Flexible approach

Software / Tools

Sketch, InDesign, Illustrator, Photoshop, LucidCharts, Justinmind, InVision, Zeplin, Abstract, MS Office, Slack, Zoom, Skype, Trello, GitHub, Atom, Pencil, Paper

Technologies

HTML, CSS, JavaScript

Experience

UX / UI Designer - Contract

IQVIA | Aug 2018 - Feb 2019

- Lead the design of a product that successfully launched at an industry leading conference where it received positive feedback and generated potential customers
- Advocated for user centered design and implemented design thinking resulting in an improved user experience
- Fostered remote collaboration between design team and stakeholders creating a more efficient workflow

Front-end Developer - Contract

Open Up Resources | Apr - Aug 2018

- Participated with Product and Engineering teams in the successful launch of a pilot web application granting users access to quality educational curricula
- Created a style guide and component library enabling faster development and product scalability
- Assisted other projects to meet deadlines when team members were unavailable

UX / UI Designer - Contract

Purpose UX | Nov 2017 - Aug 2018

- Lead the design of web and mobile applications that reinvented the comparator sourcing industry and improved the workflow of pharmaceutical sales representatives

- Effectively communicated with clients and resolved conflict due to unclear expectations
- Participated in a client workshop defining product strategy and next phase of design
- Provided usable artifacts that increased the speed of development and assisted in securing of funds

UX / UI Designer

Spredly | Apr 2016 - Nov 2017

- Collaborated in the design and development of new products which reduced costs, increased revenue and improved customer experience
- Worked in tandem with Engineering to ship front-end designs cutting down time to market
- Assisted implementation of marketing and sales tactics which resulted in the generation of qualified leads
- Improved marketing website codebase, created consistency in visual design and developed new landing pages

UX / UI Engineer, Emerging Platforms

Float Left Interactive | Feb 2016 - Mar 2016

- Introduced a user centered design process that satisfied client requests for early stage planning which resulted in better communication and product development
- Provided concepts of smart TV applications, contributed to quality assurance and aided in the timely shipment of products
- Collaborated with Engineering to prototype functionality of applications and to create an improved user experience

Art Director, *Counselor Magazine*

Health Communications Inc | Dec 2011 - Feb 2016

- Lead the redesign and creation of a new style guide which improved the visual appeal and increased customer appreciation
- Collaborated with Editorial to implement a new digital workflow which reduced material waste and improved efficiency
- Established a new method of planning the layout of the magazine that delivered issues ahead of schedule
- Awarded ASPHE Bronze - Best Cover Illustration for the artwork of a special edition issue

Senior Graphic Designer

The WSR Group | Jul 2010 - Dec 2011

- Produced time-sensitive financial materials which helped in acquiring investments and funding for represented companies
- Developed a custom website that equipped the business with the ability to promote a new endeavor
- Improved the visual design and efficiency in creation of a monthly email newsletter

Graphic / Web Designer - Freelance

Six Five Creative | Jan 2008 - Dec 2011

- Provided clients with printed collateral to help communicate their message and gain trust as a reputable source
- Designed and developed custom websites which reduced costs and burdens of engaging additional resources
- Assisted clients through consultation strengthening their ability to confidently move forward with projects

Graphic Designer

Tessuta | Jan 2008 - May 2009

- Designed a consistent visual identity and applied it across all collateral to improve the brand's recognition
- Implemented a new e-commerce platform which created additional sales channels
- Directed photography sessions to capture products in lifestyle and studio settings building rapport with customers
- Assisted in research of new materials and application techniques to reduce production costs
- Communicated with overseas manufacturers and managed design matrices safeguarding quality assurance

Education

- Associates, Graphic Design - The Art Institute of Fort Lauderdale
- Academy of Digital Design - Saint Lucie West Centennial High School

Certifications

- User Experience Design - Career Foundry
- Learning Web Analytics - [Lynda.com](https://www.lynda.com)
- HTML5: Structure, Syntax, and Semantics - [Lynda.com](https://www.lynda.com)
- Google Analytics Essential Training - [Lynda.com](https://www.lynda.com)
- UX Research for Agile Teams - LinkedIn Learning
- UX Foundations: Research - LinkedIn Learning
- Managing a Design System with Sketch - LinkedIn Learning
- Creating a Design System with Sketch - LinkedIn Learning
- CSS: Design Systems and Architectures - LinkedIn Learning
- Axure RP for UX Design - LinkedIn Learning
- Freelancing and Consulting in User Experience - LinkedIn Learning

Honors & Accolades

- 2013 Bronze Award Best Cover Illustration - ASHPE
- 2007 Best Portfolio Nominee - The Art Institute of Fort Lauderdale